

Description of Course Unit
according to the ECTS User's Guide 2015

Course unit title	Communication Campaign Planning
Course unit code	PB081304
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor
Year of study when the course unit is delivered (if applicable)	Third year
Semester/trimester when the course unit is delivered	sixth semester
Number of ECTS credits allocated	
Name of lecturer(s)	
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Students are able to recognize the meaning of a communication campaign, the scope of communication campaign planning, and communication campaign models 2. Students are able to explain concepts, knowledge and insights related to communication campaign planning 3. Students are able to use communicators, create messages, choose channels and organize target audiences (segmentation) in communication campaign programs as well as carry out monitoring and evaluation. 4. Students are able to implement communication campaign planning programs in the business, social and political fields
Mode of delivery (face-to-face, distance learning)	Hybrid learning Course
Prerequisites and co-requisites (if applicable)	

Course content	<ol style="list-style-type: none"> 1. Concept and scope of communication campaign planning 2. Campaign models 3. Formulate the problem, objectives and timeline of the communication campaign. 4. Target audience (audience segmentation) in planning communication campaigns 5. Communicator in planning communication campaigns 6. Campaign message creation strategy 7. Campaign message creation strategy continued 8. Persuasion as the basis of campaign practice 9. Campaign channels (media) 10. Campaign channels (media) continued 11. Inhibiting and supporting factors for campaign success 12. Communication research 13. Campaign Budget 14. Campaign evaluation and presentation of the results of the communication campaign program
Recommended or required reading and other learning resources/tools	<p>Michael John Burton, Daniel M. Shea. 2010. <i>Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management</i>, Fourth Edition. Praeger Publisher.</p> <p>Ferguson, Sherry Devereaux. 2019. <i>Communication Planning And Integrated Approach</i>. United State Amerika: Sage Publication</p> <p>Windahl, Sven, Benno Signitzern and Jean T Olson. 2008. <i>Using communication theory: An introduction to planned communication</i>. United State Amerika. Sage Publication</p>
Planned learning activities and teaching methods	Student presentation, group discussion, project based learning
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, communication campaign planning project outcomes, quizzes, mid and final semester exams.

Communication campaign planning assessment rubric

Writing project on conventional platform

1. Answer questions in essay form to determine students understanding of campaign communication planning
2. Analyze communication campaigns that have been carried out by companies/institutions/organizations/parties

Writing project on conventional and digital platform.

Create communication campaigns and implement those campaigns. Campaigns can be carried out through social media, mass media and directly, you can use all of them. Communication campaign topics can be selected as follows:

1. Political communication campaigns
2. Company communication campaigns
3. Public relations communication campaign
4. Social communication campaign

Mid-term test for Communication campaign planning course.

1. Work on questions in the form of multiple choice
2. Create reports on the results of communication campaign projects that have been carried out

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	This report shows that the author fully understands and has applied the concepts learned in the course. The concept is integrated between the insights that students have regarding communication campaigns and campaign projects that have been carried out.	This report shows that students, for the most part, understand and have applied the concepts studied. However, some conclusions are not supported in the body of this paper.	This report shows that students, to some extent, understand and have applied the concepts studied	This report does not demonstrate that students have fully understood and applied the concepts learned	The report demonstrates that the student has little understanding of the course.

2	Target audience	This report shows that the communication campaign project carried out was able to reach the target audience, used the right channels and received sufficient attention from the audience	This report shows that the communication campaign project carried out was able to reach the target audience, using the right channels.	This report shows that the campaign communication projects carried out did not reach the target audience with inappropriate use of campaign media	This report shows that the campaign communication projects carried out did not reach the target audience	The report shows that students do not understand the communication campaign project being carried out
3	Communication campaign messages	This reports show that the delivery of campaign messages can be understood and the messages can be trusted, the messages conveyed can influence beliefs, then can provide encouragement to direct certain forms of behavior	This report shows that the delivery of campaign messages can be understood and the messages can be trusted and the messages conveyed can influence beliefs	This report shows that the campaign messaging was comprehensible	This report indicate that the communication campaign messages on the project were uninspiring	Reports show that the communication campaign messages on the project do not match the chosen campaign theme

